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As noted in our specification, the novelty of the structure that we disclose lies not in the elements used but in the way that they have been arranged. Thus, although the publication by Warashina (JP No. 4-268533) shows a structure that includes a black matrix, a transparent common electrode, and an overcoat layer, his arrangement of these differs from ours in several important ways. In particular, there are no separation areas between Warashina's sub-pixels (they touch one another) and Warashina's black matrix does not lie parallel to the substrate surface.

Whether or not to separate the sub-pixels is a design choice. Contiguous sub-pixels give a higher resolution display and a slightly cheaper process. The down side is that cross contamination between adjacent dye elements becomes a possibility, particularly during life, if the sub-pixels are allowed to touch.

An even more important disadvantage of contiguous sub-pixels (as taught by Warashina) is that the surface of the black matrix will now no longer be parallel to the substrate surfaces. See element 5 in Warashina's figures.

Thus our structure and that of Warashina differ in two major respects so that Warashina cannot be used as the basis of a 102

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class rejection.

Reconsideration is requested of all rejections based on 35 U.S.C. 103:

The question still to be answered is whether it would be obvious to one skilled in the art to modify the Warashina structure by providing a separation area between the sub-pixels, given that separation areas between sub-pixels are known in the prior art. In fact, the use of a separation area actually represents older art than that of the Warashina design as problems of cross contamination had to be overcome before it could be adopted.

As stated in the Summary of our Invention, one of the objects of our invention has been to provide a display having improved contrast relative to similar displays based on the current art. This was achieved by reducing the level of light reflected back in the direction of viewing. Part of that achievement depends on maintaining parallelism between the surface of the black matrix and the substrate surface (on the viewing side). For light arriving from the viewing end, the extent of reflection back from the black matrix is minimized if it strikes at normal incidence (our design) and is increased if

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it strikes at an angle (Warashins's design).

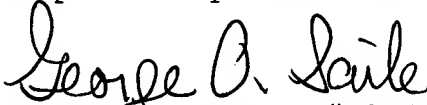
Thus, the effectiveness of our invention depends on NOT using the obvious, higher resolution, design but, instead, sacrificing that advantage for a lower resolution design that does not lead to non-parallel black matrix and substrate surfaces. We believe this constitutes an original insight by us and qualifies our design as new and original.

We thank examiner Duong for his careful reading of our application. We also thank him for his thorough search of the prior art. We have found the references that he has cited to be of considerable interest.

Reconsideration and withdrawal of the rejection is respectfully requested.

Allowance of all Claims is requested. It is also requested that should Examiner Duong not find that the Claims are now Allowable, he should please call the undersigned Attorney at (914)-452-5863 to overcome any problems preventing Allowance.

Respectfully submitted


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